



2011 California Vehicle Survey

California Energy Commission

Request for Proposals

RFP #600-10-611

Pre-Bid Conference

March 25, 2011



Proposal Requirements

Required Format For A Proposal

❖ Consists of Two Volumes

- VOLUME 1
 - Section 1 - Administrative Response
 - Section 2 – Technical Response
- VOLUME 2 – Cost Proposal



Volume 1, Section 1 **Administrative Response**

Each Bidder must complete the following and include in Volume 1, Section 1:

- Cover Letter
- Table of Contents
- Contractor Status Form
- Small Business Certification (if applicable)
- Darfur Contracting Act Form
- Completed DVBE Forms – Std. 843 and GSPD-05-105
- Signed Contractor Certification Clauses



Volume 1, Section 1 **Administrative Response**

- Target Area Contract Preference Act (TACPA) Request Forms *(if applicable)*
- Enterprise Zone Act (EZA) Preference Request Forms *(if applicable)*
- Local Agency Military Base Recovery Area (LAMBRA) Act Forms *(if applicable)*



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Volume 1, Section 2 **Technical Response**

Each Bidder must complete the following and include in Volume 1, Section 2:

- Approach to Tasks in Scope of Work
- Organizational Structure
- Relevant Experience and Qualifications
- Labor Hours by Personnel and Task
- Client References
- Previous Work Products – *Two examples of similar survey and model related work.*

Detailed information available on pages 32 and 33 of the RFP



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Volume 2 – Cost Bid **(Sealed Separately From Volume 1)**

Every Bidder must complete the following and include in Volume 2:

Budget Forms – Attachment 7

- Attachment B-1, *Budget Summary*
- Attachment B-2, *Category Summary*
- Attachment B-3, *Prime Hourly Rates*
 - Attachment B-3a-z, *Hourly Rates for each Subcontractor*
- Attachment B-4, *Prime Indirect Rates*
 - Attachment B-4a-z, *Indirect Rates for each Subcontractor*
- Attachment B-5, *Direct Operating Costs*



Small/Micro Business and Non-Small Business Preference

- Small Business Preference – Certified small businesses or microbusinesses can claim the five percent preference when submitting a proposal. See RFP, page 27 and Attachment 3.1 for more information.
- Non-Small Business Preference – Bidders that commit to small or micro business subcontractor participation of 25% of net bid price shall receive the five percent preference. See RFP, page 28 and Attachment 3.1 for more information.



Disabled Veteran Business Enterprise (DVBE) Requirements

This RFP is subject to full DVBE participation of three percent (3%).

- Bidder shall commit to meet or exceed the DVBE participation requirements by either of the following methods:
 - Method 1 – Bidder is a Certified DVBE and commits to performing at least 3% of the contract bid amount.
 - Method 2 – Bidder commits to using a Subcontractor that is a certified DVBE for at least 3% of the bid amount.



DVBE Incentive Program

The DVBE Incentive Program gives a contractor an opportunity to improve their bid status based on the efforts attained from the DVBE Participation Program. See RFP, page 27 and Attachment 3.1 for more information.

- The incentive computation is only applied during the evaluation process and only to responsible Bidders.
- The incentive amount for awards based on low price are as follows:
 - Participation of 3.01% - 4.99% = 1%
 - Participation of 5% or more = 2%



Key Activities and Dates

| Activity | Action Date |
|--|------------------------------------|
| Deadline for Written Questions | March 25, 2011 by 5:00 p.m. |
| Deadline to Submit Proposals | April 21, 2011 by 3:00 p.m. |
| Clarification Interviews (if necessary) | April 29, 2011 |
| Notice of Proposed Award | May 4, 2011 |
| Proposed Commission Business Meeting | June 15, 2011 |



Background

The California Energy Commission is directed by Public Resources Code Section 25301 to prepare a forecast of transportation fuel demand, every two years.

- The Fossil Fuels Office prepares:
 - Forecast of vehicle and fuel demand and prices;
 - Assessment of shifts in fuel and vehicle types, in response to changes in incentive and regulatory environment as well as economic conditions, based on analysis of commercial and household California vehicle survey data.



What Is California Vehicle Survey?

- California Energy Commission periodically conducts a survey of household and commercial vehicle owners to evaluate consumer preferences for near term vehicle transactions and the type of vehicles they plan to purchase.
- These vehicle preferences are then used to estimate parameters of vehicle ownership, transaction and choice utility equations.
- The estimated parameters are input into existing vehicle demand forecasting models that are used to forecast fuel consumption in California.



The Light Duty Vehicle Demand Forecasting Models

- Light Duty Vehicles are considered to be vehicles of 10,000 lb Gross Vehicle Weight or less.
- Formerly known as CALCARS, short for California Conventional and Alternative Fuel Response Simulator.
- These models are now known as PVC (Personal Vehicle Choice) and CVC (Commercial Vehicle Choice).



These Models Forecast:

- Number and types of the vehicles owned
- Annual vehicle miles traveled (VMT)
- Fuel consumption by 105 vehicle classes
- The parameters of the behavioral equations in these models were re-estimated in 2009, after the last California Vehicle Survey was completed, by Abt/SRBI.



Personal and Commercial Light Duty Vehicle Demand Models

- CVC includes a vehicle choice utility equation for the commercial sector.
- PVC includes the following behavioral equations for the household sector:
 - Vehicle quantity
 - Vehicle transaction
 - New/used vehicle
 - Vehicle choice
 - VMT



PVC and CVC Light Duty Vehicle Demand Forecasting Models

- Are integrated with other demand forecasting models that represent travel and other transportation sectors, in a software called **Dynasim**, to forecast demand for transportation fuels in California.



How Is The 2011 Vehicle Survey Different from the 2009 Vehicle Survey?

- Currently, there is a California household travel survey (CHTS) in progress, under a contract with California Department of Transportation (Caltrans).
- This has presented a rare opportunity for integrating CEC household vehicle survey data with Caltrans household travel survey data.
- Integrating travel and vehicle survey data for the household sector, can potentially be used, at some point in the future, to develop more refined and better integrated travel and vehicle models.



Purpose of This Solicitation

- Select a contractor to conduct and update California Household and Commercial LDV fleet surveys.
- Conduct household surveys to result in 3,500 completed stated preferences surveys for households, corresponding to population distribution in California.
- Conduct commercial surveys to result in 2,000 completed stated preferences surveys for commercial fleet owners, corresponding to distribution of commercial fleet in California.



Purpose of this Solicitation, continued

- Integrate vehicle survey data with travel survey data for **household** vehicle survey participants.
- Estimate vehicle ownership, transaction and choice utility equations, as currently specified in Dynasim.
- It does involve selecting the household vehicle survey participants from the households participating in the CHTS survey.



What are the Survey Components and Products?

- Sample household and commercial sector participants
- Conduct focus group sessions
- Survey Instruments and material
- Pretests
- Survey execution
- Data entry and quality assurance
- Data analysis
- Parameter estimation



Information Provided by CEC

- Survey instruments previously used for household, commercial, and focus group sessions.
- Previous survey memorandums and reports.
- Predetermined ranges for specific variables including, but not limited to, fuel price.



Scope of Work

- Task 1: Contract Management
- Task 2: Work Plan
- Task 3: Survey Review & Design Development, Website and Database
- Task 4: Survey Design
- Task 5: Focus Group and Survey Pre-Test
- Task 6: Survey Recruitment, Implementation, Response Categories and Data Correction
- Task 7: Analysis of Data Quality and Survey Results
- Task 8: Logistic Regressions Analysis



Question and Answer Session



Whom to Contact?

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